DEVELOPMENT March 1960 2/6 the journal of Ireland's economic progress

CHIPBOARD Ltd.

PHONE: 38

SCARIFF CO. CLARE

GRAMS : CHIPBOARD

Makers of high quality Chipboard made entirely from fresh Irish Timber,

sold under the name of

"AICHERBOARD"

in Building, Ship Building, in Boat and Coach Building and for Interior Decoration.

Thicknesses made:

9 to 22 Millimeters (3/8" to 7/8")



Size of Sheets:

150 x 350 Centimeters (60¼" x 138")

Send for illustrated Brochure and Samples.

IT IS IRISH
IT IS THE BEST

DEVELOPMENT

agriculture and industry

March, 1960

	Lapansion		,
Director, the	Answer Interview Don McGreevy, Building Centre National Gallery, Jim Walsh, 1 Estuary Co. Ltd.	Progress	6
the Economic Deve by I Chipboard Ltd.: £½ millio from this new timber	Donal O'Donovan n annual exports	Economic	12
Kinsale is ready for develo		Ireland's	18
Why we have no Irish	fishing industry: by Clayton Love	fo	24
Donogh McDono Universitie Order of Urgency: I Prof. Carter's theory of Econo		Journal	30
Correspondence fishe	e: J. K. Clear on eries development	The	34
Junior Chamber of Co	ommerce Column		35

Front cover design by Meredith Brosnan; the interview photograph by Derek Michelson; the portrait of J. M. Walsh by courtesy of the "Farmers Journal"; the photograph of Miss Juliet Tatlow, by courtesy of the "Dublin Post" and that of Mr. Aspler from the Universities Dramatic Association.

POWERS FUNLAS POW POWERS POWERS POWERS POWERS POWERS POWERS POWE POWERS POWERS POWERS PO POWERS POWERS POWERS POWER **JWERS POWERS POWERS POWERS P** VERS POWERS POWERS POWERS POW RS POWERS POWERS "ERS POWERS 1 POWERS POWERS POWERS POV DOWE OWERS POWERS P ERS POWERS POW S POWERS POWER POWER VER OWER

If you want
a good gin
keep a
good name
in your head

Like Power's . . . the finest, smoothest, driest gin made ANYWHERE. Power's is TRIPLE distilled from prime Irish barley . . . delicious with tonic, superb in Martinis. A pity to miss by default.

POWER'S gin

DISTILLED AND BOTTLED BY JOHN POWER & SON LTD.



the journal of Ireland's economic progress

March. 1960

DEVELOPMENT

agriculture and industry

Development Publications Ltd. 62 Merrion Square Dublin 62913-4

DR. J. N. GREENE, Chairman DR. J. I. FITZPATRICK P. T. DONNELLY T. A MORAN JAMES GILBERT, Editor

Expansion

STILL NEBULOUS, yet clearly charged with an immense potential, the Shannon Estuary project dominates developing Ireland's news-scene. It has been conceived in terms of such forevision and magnitude that it's not at all easy for us immediately to grasp its meaning. The general reaction to the scant information so far publically available can hardly be anything other than that of cautious incredulity.

Wait and see. As announced elsewhere in this issue, next month we hope to publish a full and authoritative account directly from the Chairman of the Company, Mr. John O'Brien. Meanwhile, the scope for imagination and for intelligent surmise is wide indeed. This could be a development of world economic importance. It could utterly alter the balance and future pattern of this island's

The changes already apparent here in other ways are—at last—becoming quite striking. With exports at their highest ever recorded figure in the last quarterly returns, it strongly suggests that Ireland's economic expansion has started in earnest. These increased export figures do not fully compensate for the slackness in the earlier part of the year, but the trend they indicate is unmistakeable.

Who are the successful exporters?

It would be most interesting to know which products and which firms were chiefly responsible for these excellent results. Checking through the detailed breakdown of domestic exports, prepared by the Central Statistics Office, provides many clues but seldom are they sufficient for positive identificaSend everything...



TWA

Airfreight

and Eastbound to Paris, Frankfurt, Geneva, Zurich and Rome. See your Freight agent or call TWA - Phone Dublin 45651 or Shannon Airport 96.

from Shannon

The expansionist trend is born out in many other ways. For instance, several companies have recently announced intended or actual extensions, and there are now many more firms making expeditions into overseas markets.

Sunbeam Wolsey Ltd., for instance, one of the few really big industrial concerns in the country, has declared its intention to expand still further. This firm spent over a quarter of a million pounds last year on new plant and equipment; and it has apparently more than held its own in the internationally-felt tough going which has recently racked the whole textile trade.

Waterford Ironfounders, Ltd., have also revealed that they recently made the grand decision to go out into the wide world beyond. Theirs is an exceptionally interesting story—and their Colorcast kitchen and tableware is a first-class product. Development hopes to publish shortly the background of this firm's move into mass-production for export of a product specifically designed for the job.

Building barometer set fair

In this double context—of both expansion and design—please note the burden of the interview in this issue with Mr. Don McGreavy, managing director of the Building Centre. Here indeed is a remarkable instance of the change that has overtaken Ireland: probably never before have there been so many building projects on the stocks in Ireland as there are to-day.

As a yardstick of the confidence that is now felt in the future of Ireland's economy there could hardly be a better or more encouraging measure.

Again, the tourist trade has been able to show further record achievements — but the limiting factor has always been the shortage of accommodation. With the present surge of activity in hotel-building and hotel extensions (probably much of it due to Bord Failte's new system of grants for that purpose) we may expect to see tourism go on to increase much more in the next few years.

With agriculture, the expansionist trend is less marked, but it is clearly present. We are producing more cattle than ever before. When the awaited overhaul of the subsidy structure takes place, we can look forward to a direct gearing of the agricultural subsidies with export promotion.

Toasting future success

While such potentially very big schemes as the Sugar Co.'s fruit and vegetable processing enterprise necessarily take time to develop, there are several other newly-announced activities which may show fairly quick returns to the economy.

Guinness's "Harp" lager, for instance, and Smithwick's "Time" pasteurised ale are both highly promising new products based on agricultural raw materials. *Development* looks with eager, thirsting eyes at their export potential!

NEXT MONTH-EXCLUSIVE

Development announces the first full and authoritative account of the Shannon Estuary deepwater port project. Mr. John O'Brien, Chairman of the Shannon Estuary Co. Ltd., is taking part in our Question - and - Answer interview series, and we have been promised exclusive information on the background, progress and prospects of this huge-scale enterprise which, it is said, could transform Ireland's entire economic position.

QUESTION AND ANSWER INTERVIEW NO. 19

Don McGreevey

Director, the Building Centre

The building industry acts as a barometer of a country's economic health — and never before were the signs in Ireland so good.

There is an oncoming wave of unprecedented activity

— and the accent is strongly on "productive" building.

It's said that the building industry acts as a barometer showing the state of a country's economic condition. So I've come to tap you—so to speak. I imagine that from your vantage-point in the Building Centre you have a pretty good view over the whole field of activity. What's your barometer registering to-day?

Very fair indeed. In fact I am quite sure that the building industry in Ireland is starting on a long spell of intense activity. I don't know when, if ever, there has been more work on architects' drawing boards than there is at present.

That's excellent news. Would you say we are in for a building boom?

Perhaps "boom" is not quite the right word for it. It suggests that this might be a short-lived phenomenon. I'd say rather that there has been a tremendous change recently in the economic atmosphere of this country, and the building trade is going to be extremely busy for a considerable time to come.

What would you say was the most significant thing about this oncoming wave of building?

That the accent is now strongly on what might be called "productive" types of building. That's to say, most of the work being planned is for buildings which are going to be instrumental, in one way or another, in adding to the country's earning power.

They are mainly industrial buildings — factories and so on.

I was thinking in rather broader terms. There are, of course, many new factories going up as well as extensions to existing ones. But there's also a very great deal of new building planned in connection with the tourist industry.

And high time, too. The bottleneck of shortage of hotel accommodation has long been pretty well strangling the development of a greater tourist trade.

Well, there really is big expansion planned now. You've heard, I expect, of the two new giant hotels that are to be built in Dublin.

Yes, and much-needed they are.

There are several other substantial hotel projects on their way in other parts of the country. And apart from them, there is a tremendous amount of work being done in the way of hotel extensions and improvements. Hoteliers seem at last to have woken up to the fact that they have got to modernise their premises, and that it will pay them to expand.



Quite a few of the new hotels are due to foreign enterprise, I believe.

Some of them are, but there has been a huge increase in Irish investment in the hotel industry. I'd say that of the many millions of pounds that are involved, a good 85-90 per cent. is Irish money.

That's a healthy sign, certainly. And you believe that the amount of new hotel building work is of really significant proportions: that it will have a big effect on the country's earnings from tourism?

Undoubtedly it will — as well as benefiting the Irish economy immediately in a number of other ways: employment of labour and technicians; demand for materials and equipment, and so on.

The Building Centre is there to advise and give help in technical building matters, is it not? Do you find that the people who come to you usually follow the advice you give them as regards, say, using new techniques and materials? Or are they inclined to be a bit slow in accepting the more advanced ideas and methods?

If Irish manufacturers would only realise that good design is essential for export success . . .

NEW BUILDINGS

Persons or firms, and their consultants, who are planning the erection of new buildings for commercial and industrial use (including offices, hotels, blocks of flats, etc.) are invited to apply

BORD NA MONA

to:-

technical free for advice in regard to the use of turf in central heating, hot water and steam installations. It can be shown that in properly designed plant turf is fully competitive both as to capital and running costs apart from being the natural choice of all those who consider that Irish industry worthy of support.

Frankly, they are — well, I'll put it this way: sometimes they don't accept the newer ideas with all the alacrity we'd like to see. But again, that is part of our job in the Building Centre. We are a clearing-house for information and we are also here to try and raise the standards of everything connected with building in Ireland.

And how does the Irish building industry compare with that of other countries?

In many ways very favourably. I will certainly say that we can — and do — produce work in this country that is every bit as good as that done anywhere else in the world. We have architects, for instance, of outstanding ability, and our general level is very good. Our standard of architectural training is also very high in international terms. And the quality and efficiency of the actual building work can also be outstandingly good. The achievement of building the Shannon Shamrock hotel in a hundred days I don't think could be bettered anywhere.

But the trouble is that although we have the ability, it is very seldom that an architect is given his head and is allowed to design the sort of building that he would like.

In fact, those in command are still apt to be over-conservative. Their approach to to modern ideas of design is too timid.

But this attitude is not limited only to building. Exactly the same situation occurs in practically every industry. If Irish manufacturers would only realise the enormous importance — and effectiveness — of good design and how absolutely essential it is, it would make all the difference to their export sales.

You'd agree that there has been some improvement in this direction lately?

Yes, there has been *some* — but we still have a very long way to go. There are only comparatively few firms which are employing first-rate designers and which are letting them get on with the job. And some of those firms only tumbled to the idea more or less accidentally and against their "better" judgment.

But what infuriates me about it all is that we have plenty of artists and designers — particularly young ones — who could be put to work. There's plenty of talent and training. We have the "design ability" — but we're not using it.

I am at last getting some success with a scheme to promote better industrial design in some fields

DEVELOPMENT

announces

Building in Ireland

Special
Supplement
next
month

 \star

thanks to the and co-operation advice the of technical section of the Building Centre, Dublin, we are publishing this extra issue of " Development " (free to subscribers) with expert contributions including articles from

Michael Scott Martin M. Gleeson

F. Rogerson

Austin Flannery, O.P.

C. Aliaga Kelly
Don McGreevy
Kevin Barry

P. Delany

Arthur Gibney

and a special cover design by Pat Scott

of manufacture. Several industrialists have agreed to sponsor competitions for new designs for some of their products, and I'm hoping that this will lead to a lot more.

I hope so too, and I think you're perfectly right. But isn't all that somewhat outside the normal scope of a Building Centre?

Perhaps it is, but, all the same, something needs to be done about it. I have long been dreaming about a sort of Design Centre which would operate in the whole field of industrial design, and which could run special exhibitions of those designs which came up to the very high standards it would set. It would then bring over buyers from, say, some of the big London stores, to see these goods. And I am quite certain that we would sell them.

Yes, if they were as good as all that, you very probably would.

And there's no reason why they shouldn't be — no reason at all why Irish-made goods should not be so well designed that they could command international appreciation.

I'm with you all the way in that — but I'm afraid we're drifting off the main theme of building. You were telling me of the very remarkable increase in the amount of new building at present on the stocks. This definitely bespeaks a very healthy trend in the country's economy. It is a direct measure of the amount of confidence there is in the future. How long has this building resurgence been going on? When could you say it started?

Well, it started gradually, of course, but it's been mounting faster as it has gone on. I suppose you could say that it really started in earnest some two years ago.

After the last housing boom the building industry had a pretty hard time of it for a while.

It did. I can give you an illuminating illustration of the change that has taken place. Six years ago not a week passed by without there being news of one or two architects leaving the country. There simply was no work for them and they didn't see any prospects of work in the future. So they took jobs abroad.

At that time 95 per cent. of all the new graduates in architecture were leaving the country too. There just was no opening for them here. And compare that to the position to-day. It is a case now of over-full employment. Assistants are at a premium. Many Dublin architects offices are working over-time every night of the week. Virtually no architectural student is now even contemplating emigrating. They can all see an exciting future ahead for themselves here in Ireland, and they want to stay and work here.

That's a really heartening picture.

It is. And here's another angle to it: at the moment there are two big competitions going on. One is international, a design for the new Trinity College Library, and the other is national, for the Sugar Company's new headquarters. They are both big competitions. And over the last ten years there have only been two competitions, neither of them comparable, during the whole period. Now we have two together!

Yes, the signs all round are extremely healthy.

Again, at present there are at least a score of really big non-industrial building jobs being planned. Besides the hotels, there is the new Abbey Theatre, there is the new Liberty Hall, the new Technical School in Kevin Street, the new office block at O'Connell Bridge, Bord Failte's new centre, a new American Embassy — and probably quite a few more besides.

Well, the barometer of the building industry has certainly been rising in splendid style. I think we can say that it's pointing right at the "set fair" mark now, and that the economic pressure is just right for development!

Six years ago 95 per cent. of the new graduates in architecture were leaving the country . . .

. . . to-day assistants are at a premium; architects' offices are working overtime every night of the week — and no one is even contemplating emigration.

NATIONAL GALLERY

SEUMAS BREATHNACH

(J. M. WALSH)

Managing Director, Shannon Estuary Co, Ltd.

T is to that lost generation of Irishmen who were growing up when their country's history was being re-shaped, that J. M. Walsh — Seumas Breathnach — belongs. When the rattle of Mausers heralded the birth of a nation, Breathnach was only being weaned. While the struggle continued in the highways and hillsides, he was a boy going to school.

In the early 'thirties, when Irish politics were still at white heat, he was a student at University College. And while the nation was still licking its wounds after bitter internal strife, Seumas Breathnach entered the civil service as a teenage clerical officer.

I mention this because in a Profile one must search for that "something", the internal dynamo, which makes a man like Breathnach so different from his fellows. And I think that in his case it was a positive reaction away from the bitterness and rancour which have so long been bedevilling this land. I believe that Jim Walsh, perhaps unconsciously, set about training and equipping himself to be of the utmost real service to Ireland — in contrast to the tragic waste of life and energy which has been going on around him.

However, let us look at Breathnach as he learned his trade as an administrator. He moved forward to junior executive officer in the Department of Agriculture, and then to administrative officer in the Department of Finance. In 1942 he was transferred back to Agriculture where he was attached to the Compulsory Tillage Programme. He was promoted assistant principal officer in 1945.

Three years later, as member of the Cereals Division, he represented this country at the main meetings of the International Wheat Agreement, held at Washington, London and Geneva. Later he was transferred to the Economics Division of the Department of Agriculture, and featured prominently in the distribution of our allocation of Marshall Aid Funds. His work in this Division brought membership of the National Development, Foreign Trade and Metric System Committees. The activities of the first are recorded in some additions to the Irish economy, the second is a continuing body, and the Metric System Committee has submitted its report.

In February, 1958, he took charge of the Bovine T.B. Eradication Programme and stayed in that Section until the following October. It is noteworthy that those eight months marked the greatest co-operation between the farmers and the Department of Agriculture. The farmers were encouraged to act on their own initiative. Entirely voluntary canvasses were carried out in many counties and in all cases nearly 100% of the herd-owners embarked on the Programme. During that period that Bovine T.B. Eradication really got under way, the West was cordoned off and a countrywide programme put into

September, 1958 — and ruin stared the grain growers in the face. One of the worst harvests in history had turned the grain fields into quagmires. Of the total wheat crop, one of the largest in recent years, it is estimated that only 10% was suitable for milling for human consumption. It was at this stage that Seumas Breathnach became secretary and manager of An Bord

Grain, a statutory board which bought up this wheat and administered its distribution for animal feeding. Again, the operation of this Board has been notable for its efficiency and probably the most important aspect of it is the confidence placed in it by the farmers. It would seem to be the first Marketing Board established in this country which has the full confidence of the producers.

His eight months in charge of the Bovine T.B. Eradication Programme and his subsequent success as manager of the Grain Board gives a further insight to Breathnach, the man, rather than the administrator. There is no doubt that keen administration, coldly calculated decisions, played an important part, but the root of his success was in his deep-seated and sincere belief in the ability of this country to compete with any other country, provided the people are given firstly, the information, and then the responsibility. He pioneered a new departure in administration in Ireland and he proved that it can work successfully.

A man of many parts, he built, 12 years ago (often working far into the night) his own home—a rambling 14 apartment bungalow perched on a ledge of the Wicklow Mountains. There he lives with his family—his wife, three daughters and a son (the eldest), now attending U.C.D.

The lost generation of Irishmen have waited patiently in the wings, watching a play that has been acted very much in the afterglow of those burning barracks. Somewhere too in the dusty theatre must be the ghosts of all those great Irishmen and women who believe implicitly in their country and who died for it. They too must be waiting as Breathnach was waiting.

be waiting as Breathnach was waiting.

On the week before the 17th March, the spotlight suddenly cut through the dust. There was a stir, almost a drumming, in the orchestra pit and Breathnach moved on to the centre of the stage. Emergent and in highly active existence was the Shannon Estuary Co., a company apparently well ahead with a project of such magnitude and potency that it could lead to the transformation of Ireland. An impressive list of directors was announced, but the key post of managing-director in this superambitious organisation is taken up by Seamus Breathnach.

Meeting him, he gives the impression of shyness, with a nervous knack of continually tapping his cigarette with the right index finger; soft-spoken, even almost hesitant. But clashing with this is his characteristic near-crouch stance, with forward-thrust head and an odd habit of extending his lower jaw. Even outwardly can be seen the rare combination of the hard, practical and militant mind with that of the visionary. There is, too, an impatience about Breathnach's approach, perhaps a result of that internal dynamo which is relentlessly driving him on.

This man, Seamus Breathnach, maybe better known to his friends as Jim Walsh, has now taken a key position in a vast venture in the economic development of this country.

Breathnach may have grown up in an Ireland lit by burning barracks; but the new managing director of the Shannon Estuary Co. uses very different illumination; his vision is of a modern developing Ireland, contributing of her own unique gifts towards the world's advancement.

Sean Fitzmaurice



This is an address to remember: the headquarters of a small section of the Government which has the key-task of creating and co-ordinating plans for Ireland's economic development.

No. 17

ITH A minimum of noise (whose volume will not increase even when its work begins to yield results) the Economic Development Section of the Department of Finance is gathering and sifting ideas for productive investment.

This new departure in a department, which only began to lose its conservative reputation in the last two years, has no exact parallel elsewhere in the world, although, as the head of the section, Mr. C. H. Murray, points out, something like it is becoming an administrative feature of the "new" countries of Afro-Asia.

Official economists

The section itself is small. Apart from Mr. Murray, who formerly was an assistant secretary in the Department of the Taoiseach, it has four officials of the Department of Finance. One of these is a professional economist and part-time technical director, who is Dr. Louden Ryan, lecturer in Economics in Trinity College, Dublin.

Soon after the establishment of the section, it was decided to set up a new Civil Service grade—that of economist—to meet the needs of the section in particular and of the public service in general. Press advertisements for economists appeared last September, but I understand that the Department was not satisfied with the standard of the candidates (who were offered a maximum of £1,320) and that no appointments have so far been

made. One result is that the Economic Development Section is understaffed, but this deficiency will not seriously affect its operations until the flow of proposals increases.

The job that the section is expected to do will probably be all the more useful for being difficult to define. But its official stress two points which must be grasped before any criticism is attempted. First, the section has no executive powers whatever: its duty is to *initiate proposals* for development or to *consider outside proposals*. These may come from other departments; from State or semi-State bodies; from local authorities; from private industry, or simply from members of the public.

Secondly, the section has no funds: whatever ideas it does not reject outright are considered in detail and then, if a favourable decision is made, the staff proceeds to implement them by coordinating the interests involved.

Intelligent co-operation

and co-ordination

Take as an example one of the projects which the section is actually working on — a review of the tourist industry. Here the advantage of coordination can be seen clearly. Instead of reports issuing from Bord Failte Eireann to the Department of Industry and Commerce, and involving eventually the Department of Transport and Power (C.I.E., Aer Lingus, cross-Channel sea

One of their jobs is to cut out that frustrating pillar-to-post running around which can lead to the failure of many potentially good projects.

Merrion Street

services) and the Department of Finance (holders of the purse-strings), the whole buck-passing process can be short-circuited by the formation of a joint committee under the guidance of the Economic Development Section. The saving of time and effort and the benefits of personal interchanges of opinion are obvious.

Joint export programme

After the Taoiseach's recent appeal for suggestions from local authorities, most of the ideas submitted were considered by the Economic Development Section. Not many of these were found to be of a productive nature, and some of them—such as one for the building of a swimming pool—fell into the category of schemes which properly should be undertaken by the local authorities themselves. (In the case of swimming pools, there is actually a 50% State grant).

In general terms, the section intends to concentrate on projects which propose to utilise available or developing native raw materials. Forest products, on which the Industrial Development Authority is already working, fall into this category. There will be no duplication, however, for the I.D.A. is working on specific proposals immediately feasible, while the section is looking ahead to the export markets which must be found as more native timber becomes available, five or ten years hence.

One project which already has reached the stage at which the staff of the section feel they

can talk about it is the development of the export trade in processed (as distinct from fresh or quick-frozen) fruit and vegetables. Joint working committees have been set up with representatives of the industry, and detailed proposals are being prepared for submission to the business interests concerned. In addition, preliminary consideration is being given to the development of fresh and frozen fruit and vegetable exports.

When I asked Mr. Murray about the possibility that existing manufacturers would submit proposals for the development of their own industries or for their expansion into new lines, he said he thought private enterprise was much more likely to carry out its own expansion programmes. He pointed out, however, that his section could perform a useful function by bringing together a number of manufacturers in a given industry in order that they could undertake a joint export programme that would be too big for any one of them alone.

Just call in . . .

The Economic Development Section has met with some criticism in the press, where it has been described as "a cloistered committee, inaccessible to outside interests or opinions", and as "a select, protected board of civil servants" sheltering behind a shield of anonymity. Mr. Murray's answer is simple and to the point: "Anyone who wants to contact the section will find us at 17 Merrion Street".

Donal O'Donovan



Are you sceptical about these new factories being set up in the West?

exports worth £½m. from this new

ITH AN export target exceeding the half-million pound mark for its first operationa lyear—and the expectation of better still to come—the new firm of Chipboard Ltd. of Scariff, Co. Clare, can claim to be just the sort of thing the doctor ordered for building-up Ireland's economic constitution.

It is an industry which seems to fit the bill of this country's requirements extremely well. It takes a native raw material—timber—which Ireland can produce plentifully and cheaply; it processes this raw material by an unique method, and the resultant product has both a considerable added value and a hungry worldwide market waiting for it.

But at the same time it is equally possible—and even customary—to take a very different first sight view of this enterprise. Here now is one sceptic's smart version:

"A new industry in the West—what a hope! I'll bet it's costing the taxpayer a pretty penny. All these factories in the undeveloped areas get large government grants—and who benefits from them? Wait till I tell you a thing or two.

"It's a grand factory they've put up. And who are the contractors? Messrs. McInerney. And isn't Mr. T. McInerney a director of Chipboard Ltd.?

"The factory is fitted out throughout with

vast, sleek machines, all imported from Germany — where four of the other directors of the company hail from.

"And what's the purpose of this factory? To process timber, so they say. So where do they locate it? In the traditionally treeless West—where the grants are biggest. I ask you, have you ever heard of a more suspicious set-up?

"Why do we stand for it? Why are we cursed with these pea-brained bureaucrats who let themselves be gulled by continental confidence men in cahoots with you-know-who? Is there no one with any guts left in the country?"... and so on.

In point of fact however, the Chipboard enterprise seems to have been planned with very great thoroughness and a highly realistic view of present needs and future trends.

Contrary to our friend's view, Scariff is in the centre of a very well wooded area. Within a forty mile radius of the factory there are 49,000 acres of plantations held by the Forestry Division (Dept. of Lands figures). Of these, 20,000 acres are at least fifteen years old.

There is also a very considerable amount of private woodland and plantation which is most suitable for immediate use.

In fact, the siting of the factory was decided only after a very detailed examination of all other feasible locations. In the view of the man who



Barney O'Driscoll, Director of Chipboard Ltd., and one of Ireland's hardest-headed industrialists.

Dudley Manning enquires, and is assured that Chipboard Ltd.'s Scariff plant will be "economically unassailable in a free trade future."



per year processed-timber plant

conceived the project and who probably is most responsible for the realisation of it, Scariff was the ideal location for it.

This man is Mr. C. W. Kuchenmeister. He is a German engineer who has been resident in Ireland for the past eleven years. He has already succeeded in establishing several other small industries here, but this is his greatest enterprise yet. And he has worked virtually day and night for the past eighteen months to bring it into being.

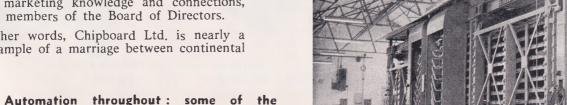
A most assidious and energetic man is Mr. Kuchenmeister. He personally supervised the building of the factory, for instance, and admits that he made life hell for the contractors. He photographed the building work at all stages, recording, checking and altering the plans almost from day to day. Possibly Messrs. McInerney, for all their wide experience here and in England, have never had a more watchful and maddeningly exact eye kept on their work.

The Chipboard process is a German invention, and the Scariff factory is almost an extension of the original firm's activities. Gebruder Aicher Holzindustrie of Rosenheim have provided - as only they could — the equipment, the key technical men, the marketing knowledge and connections, and three members of the Board of Directors.

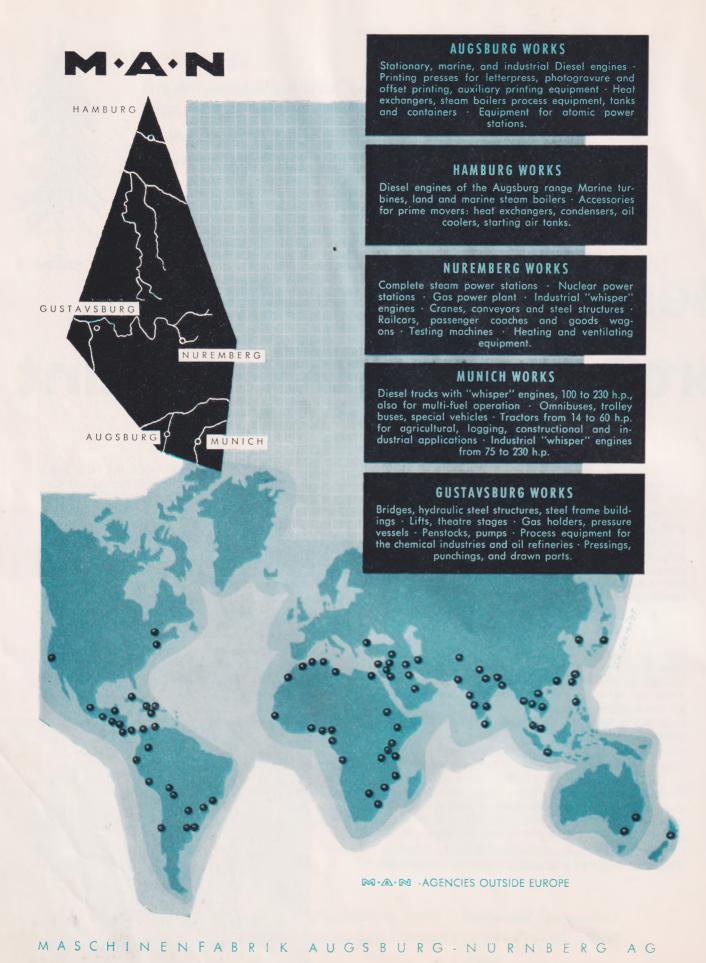
In other words, Chipboard Ltd. is nearly a classic example of a marriage between continental

technological and commercial skill on the one hand, and Irish raw materials and capital investment on the other - with Mr. Barney O'Driscoll, one of the toughest, bluntest and most hardheaded of Irish industrialists as the operative director at this end. Our sceptical friend, quoted earlier, would have difficulty in finding a man in this country who is less likely to let himself be fooled.

The product itself has a number of valuable qualities which are causing the demand for it to soar rapidly. Its main advantages over ordinary timber are its (1) dimensional stability, i.e., it will not warp, shrink or twist in any way, (2) imperviousness to damp, insects, etc., (3) workability, it can be easily shaped, veneered, drilled and can take nails or screws without any suggestion of splitting.



Scariff factory's highly-advanced equipment.



Congratulations to . .

MESSRS. CHIPBOARD LTD.

on the opening of their New Factory

Main and sub-distribution Boards, Automatic Power Factor Correction Equipment, Switchgear, Motors and Cabling SUPPLIED BY

SIEMENS SCHUCKERT (IRELAND) LTD.,

49 MIDDLE ABBEY STREET, DUBLIN

TEL. 78305

Its uses are many, of course, but it is particularly favoured in the furniture industry, and the availability of Chipboard here holds interesting possibilities for the further development of this industry in Ireland.

The Scariff plant is almost completely automatic. The timber — and it can use qualities which would ordinarily not be considered of commercial value — is ripped into by multi-cross cuts and fed into the chippers, thence pneumatically to storage bunkers.

The "disintegrators" get to work on the material in the next stage. From there, briefly, the different grades are mixed with resin in electronically-governed machines. The board, which is three-layer, is checkweighed and any inaccuracy automatically registered. The next step is the hot pressure boiler fired by their own wood-waste and matured.

The heat is supplied to the factory via a high pressure boiler fired by their own wood-waste and bark strippings in conjunction with turf, which is the main fuel. This is also entirely automatically handled from tip-trucks to furnaces. A consumption of some 4,000 tons per year is expected.

For its very considerable transport requirements, Chipboard Ltd. have a package-deal with C.I.E. There are covered loading-bays and the finished product is transported in road-rail containers or in palletised bundles. For the storage of timber there is ample yard space. The site contains 27 acres, and the 300 foot factory building is capable of being considerably extended.

With a capacity of 40,000 tons of timber per year, the Scariff plant will probably be the biggest consumer of timber in the country.

As for the quality of the product, the opinion of the German experts is that Scariff produces the best chipboard obtainable anywhere. Quickgrowing Irish conifers, with their high moisture content, provide the most suitable raw material yet found for chipboard.

Although the high degree of automation necessarily means a lower labour content (the factory will still employ over a hundred) it ensures that Scariff chipboard will be produced at the most economic rate and at the best accuracy standards. In the words of Mr. Kuchenmeister, the factory and its product will be "economically unassailable in the Free Trade Era."

'At 60 miles an hour,

the loudest noise is the



ticking of the clock'

Not many people are potential Rolls-Royce owners. The few who are will possess a car that is the ultimate in automobile design and luxury, in impeccable styling and finish. Huet Motors Ltd. are proud to be the Irish concessionaires for Rolls-Royce.

HUET MOTORS LTD. MOUNT STREET BRIDGE DUBLIN



YOUR MAN IN THE PAPER THERE IS DEAD RIGHT,

A lift up country

BUT WHAT WITH ALL THE TROUBLES AND MISFORTUNES OF THE PAST

AND ALL THE BURDENS WE HAVE HAD TO BEAR



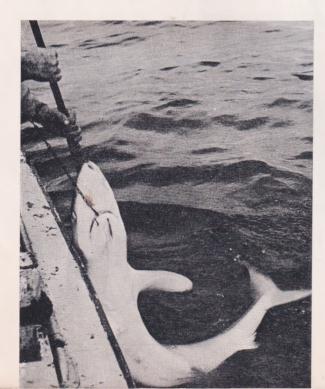


Kinsale — ready now for full-scale

but there is danger: this enterprise — which has sea-angling attractions described by visiting experts as "fabulous" — may fold up through lack of support.

"If, for want of capital, Kinsale Boats ceases to operate, there is absolutely no future for tourism in this old fishing town. Every amenity would be available including the world's best angling grounds—but no boats to get there."

Sheila H. Acton, P.C. Kinsale Urban District Council.



ARRYCULHANE is a 48-year-old Irishman with a disconcerting habit of cutting through the conversation apple to come to the core of hard facts. "All you said in DEVELOPMENT about developing sea angling was fine," he said, "The trouble is that you didn't go far enough. If we are serious about sea angling as an industry, and on developing it as a major arm of the tourist trade, then the very first thing those in authority must do is this: treat sea-angling as — an industry."

"There has been a lot of talk about the need for development . . . a lot of talk about quote the importance of sea angling to the tourist industry unquote but after three years of development no one has yet said, or shown that they are prepared to regard it, as an *industry*."

Culhane is more equipped to talk on this subject than anyone I know in Ireland—for the very simple reason that he is the only man in Ireland who set out to prove that sea-angling is an industry and that, properly developed, it can revolutionise the Irish tourism picture.

Here is his experience: In the mid-fifties he was working in Vancouver, Canada. He read the invitations of Mr. Lemass, Dr. Robert Briscoe and

—the goal of the game-fish sportsman: a 90 lb. shark being hauled aboard.

development -

but ☆...

by John Healy

others inviting foreign capital and men with ideas to Ireland, to invest in Ireland and its future.

He had 15,000 dollars, a lifetime's experience as an angler and of boats and the sea. He was heading for the Rockies to set up a fishing camp with his life's savings. The Irish invitations interested him because he was an Irishman. He talked with the Irish Ambassador in Canada and ended up coming to Ireland with his family in 1957.

Culhane set out to survey Ireland's ports with a view to establishing a boat service for anglers. He went right round the coast, finally settled on Kinsale. It had an abundant and varied supply of fishing for anglers (the best anywhere outside Florida), but it had no facilities in the line of boats.

He formed a company, Kinsale Boats, purchased four sea-going boats and four self-drive boats for hiring out. He selected a team of Kinsale men, taught them how to handle these boats, and the fishing tackle, how to find fish, how and where to take anglers at varying times of the tides; he purchased tackle so that visiting anglers or their friends could go out at a phone-call's notice.



Garry Culhane, seen here gaffing a blue shark, writes: "Sea-angling, particularly game fishing, is serious business, requiring constant research, up-to-date tackle, sea-worthy boats and trained guides.

"Provide these facilities in localities where the angling potential is proved and you open up a gold mine for Irish tourism. The potential at Kinsale is such that given proper development this area will eventually rank with the Florida coast as one of the great sea angling centres of the world."

Culhane might be accused of keeping too quiet about all this, but he realised that the first tenet in boosting angling and an angling centre is this: to produce the fish.

All last season Culhane spent doing just this: day after day he went over the grounds off Kinsale, charting the good "drops" and seeking shark—because shark is *the* game fish that the sportsmen rate highest to-day. He found them (the catch in 1959 was over 200 shark). This enabled him to say to British anglers, "Here we have shark; here we have what you have been seeking."

The fact that en route he himself catered for 320 registered British anglers was not important to him: he was merely obliging them. As far as they were concerned, he wasn't yet ready for them. (A fact the British found "oddly Irish" considering practically all of them had the best fishing holiday of their lives).



Ken Sutton, of the "Angling Times," shark-fishing at Kinsale last season. He says it is "fabulous"—see below.

Up to this, it was copy-book development; the sort of development those of us interested in sea-angling dream of. Here, indeed, was a man who did all the right things — up to and including providing boats and expert knowledge.

He has had copy-book results, too. Kinsale, last year, for the first time in its history, had a tourist season starting on April 1 and lasting right up to October 31 — and the tourists were genuine foreign tourists.

This year the pay-off is due. Already Kinsale has the heaviest bookings it has ever had at this time of year. Culhane's company, Kinsale Boats Ltd., has had, without yet advertising, 60 parties

from Britain, including one party seeking to charter his fleet for a month.

In fact, just now it seems he has been too successful. For Kinsale is in danger of being swamped with anglers!

But before you say: "Good for Culhane and Kinsale," allow me to report a sad fact: Kinsale Boats Ltd. has now reached the stage where it must have more support and investment or it will die. There's the rub!

Now, if Garry Culhane had established a small industry in Kerry or Mayo or Galway, Garry Culhane would qualify for State aid. He would qualify as soon as he started; he would qualify when he proved that his factory was a good idea and that he could break into the export market.

But sea-angling isn't an industry within the meaning of the Act, nor within the thinking of the people charged with tourist development. It should be. And a means must be found of supporting its development.

If this Kinsale venture were to be allowed to die it would do more than provide a juicy meal for the cynics of Ireland: it would be a stark and tragic ghost, haunting less experienced and courageous men than Culhane for years to come.

DEVELOPMENT, as its title implies, does not cover funerals. At Kinsale the groundwork has been laid — not for a burying but for the foundations of a sound and living economic activity.

"Kinsale I foresee is to be a very famous angling port."
BERNARD VENABLES.

"In quality, quantity, variety and accessability, the fishing at Kinsale is fabulous. Now that boats are available it will rapidly develop into one of Europe's major sea-fishing resorts."

KEN SUTTON, Angling Times.

"Kinsale has everything that an angling resort could wish for. The geographical and geological structure of the district, with a wide, long and sinuous estuary, a long narrow headland (the Old Head of Kinsale) that breaks up and diverts oceanic currents, steep slaty rocks not only along the shore but in patches here and there at varying distances from the mainland, and extensive stretches of gravel and sand among them, all contribute to give to many species of fish, both pelagic and demersal, ideal habitats both for feeding and spawning.

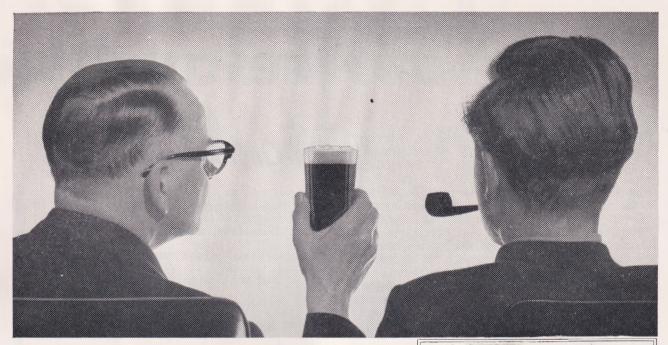
"It is not surprising that for centuries Kinsale has been a famous fishing centre; but it is surprising that only recently have anglers discovered it."

A. F. MAGRI MacMAHON, Ph.D., Sc.F.Z.S., Consultant Biologist of Angling Times, Scientific Member of British Record Fish Committee, author of "Fishlore".

What others say about Kinsale

What is Guinness made of

(that makes it taste so good)?



IS GUINNESS A NATURAL DRINK? Yes, there is probably no more natural brew in the world. Its colour, its head, its clean refreshing taste all come from its natural ingredients.

IS ANYTHING TAKEN AWAY? No, Guinness is not filtered or processed in any way. All the goodness is left intact.

IS THE COLOUR OF GUINNESS NATURAL, TOO?

Yes, it is. The deep, dark-ruby colour of Guinness comes from the roasting of some of the barley used in the brewing. This gives Guinness its appetising roasted flavour.

WHY HAS GUINNESS SUCH A CREAMY HEAD?

It comes from the natural fermentation of the Guinness pedigree yeast, a process perfected in the course of two centuries of brewing knowledge.

Over five million glasses of Guinness are enjoyed every day throughout the year. Young and old alike regard this incomparable brew as one of the good things of life. Barley, hops and
Guinness yeast
that's what goodness
is made of.
Guinness is naturally
matured. For two
hundred years
Guinness have
concentrated on doing
this one thing only
and doing it well.



200 years of
Guinness — what
a lovely long drink!

Why has Ireland no

In AN otherwise excellent article it is a pity that John Healy indulges an old canard, long since exposed for what it is by judicial enquiry; there is enough to bedevil the efforts being made to build a really worth while industry in the national interest without perpetuating false polemic. He wants the facts. Let us have them. The facts, the whole facts, and nothing but the facts. He says he has listened to and read a tremendous amount about the problem of developing the Irish Fishing Industry. I do not doubt it: a lot of it unfortunately is of the calibre of his opening statement, and it is not surprising that men like himself, who are obviously quite honestly seeking the truth, are misled. Indeed it has often grieved me that we do not catch as much Cod as we talk.

And to talk of "the Irish fishing industry" as if it were something which really exists is, unhappily, a pitiful exaggeration. In relation to other comparable countries, Denmark or Holland for example, there is no fishing industry in Ireland.

What there is in this country at the present day is a *colossal potential* for a fishing industry. There is also a nucleus which could be developed into an industry capable of export-earnings running into many millions of pounds annually.

It is my sincere and considered view — as a man deeply concerned in the future of Irish fishing — that this potentially very valuable industry has been prevented from developing itself — has been, in fact, hamstrung, by Government edict.

I will, I hope, make my case clear in support of this statement, in the course of these articles. But I will move right into the fray here and now by saying:

The political mind must make itself up as to whether it wants to preserve the naïve political conception of the native way of life of the Irish fishermen or to develop the potential of sea fishing into the tremendous industry that it could be.

If a Government believes that the right thing

by Clayton Love

who attacks our previous contributors, castigates past and present Government policies, but wholeheartedly agrees that Irish fisheries represent a magnificent opportunity for immediate development.

to do is to preserve this ideological conception of the Irish fisherman then it must regard it as a sociological problem to be dealt with accordingly. It must make social provision for these men; it must tell the people honestly that that is what the Government believes is best and that is what the people must pay for.

If, on the other hand, the Government decides that the industrial potential of the sea fishing is worth developing for the economic progress of the country — worth exploiting as a tremendous export potential — then it must courageously tell the people that the native way of life of the Irish fisherman is over, that the "Dilly and Olly" era is at an end, that we can no longer afford to cling onto the idyll of the native way of life, with the Irish fisherman dressed in a bawneen with a dudeen stuck in his mouth and the paps of Jura for a colourful background. It must adequately equip, on an economic basis, the worthwhile Irish fisherman, and there are many to go out and reap the harvest from the sea around us.

To help the uninitiated judge, what in many cases may appear incredible, we must go back to

fishing industry worth the name?

the early 'thirties when a Cumann na Gael Government conceived a child, which was subsequently given birth to by a Fianna Fail Government and was christened the Sea Fisheries Association. This unfortunate child hadn't a chance from the beginning. If its original executive was remarkable for anything it was for the absence from it of anybody who had a knowledge of catching, buying or selling fish. It seemed incapable of making up its mind whether it wanted to be a fisherman's co-operative, a great State enterprise or a plaything of people who had never been given a toy train to play with when they were young.

As a fisherman's co-operative it was disastrous and in subsequent years it created a civil war within its own ranks. As a great State enterprise, instead of creating conditions in which it could develop, it set about creating conditions in which development was impossible. As a plaything, however, it provided pleasant little pockets here and there for such pursuits as those interested might chose to follow. Its successor, 30 years later, An Bord Iascaigh Mhara, has inherited all three characteristics. The S.F.A. persuaded the Government of the day to place a complete embargo on the importation of all fresh fish. It forgot about smoked and cured fish which escaped and has remained free to this day to enter the country, under the British Trade Agreement of that time. And this was the one type of fish which might have provided at least a nucleus for a processing industry at that time.

It issued, in the face of contrary advice from those qualified to know what they were talking about, a standard 35 ft. boat to the fisherman on loan. These uneconomic boats in due course became a millstone of debt around the fisherman's neck. The Sea Fisheries Association, to fill the gap created by the embargo on imports, decided to

equip itself with a steam trawler fleet. In those days of depression the shipyards were full of all sorts of scrap, from trawlers right up to great tankers. Our people went off and bought a trawling fleet which had already seen strenuous service throughout the 1914/18 war and had been rusting its sides away on the north-east coast of England. They went out and they caught fish under British skippers and British crews.

Of course, they could catch fish, any vessel that could go to sea and stay at sea and use its nets could catch fish; but nobody thought could it catch fish economically.

In a short time the six figure losses were beginning to bring this home: so the trawler fleet was scrapped.

The S.F.A. in the meantime had constituted itself the sole importing authority for fish. What this really meant was that before the advent of the S.F.A. anybody in Ireland was free to import fish anywhere he could get it. After this, the S.F.A. imported it from the same people who were already exporting it into this country, and re-sold it to the same people who had already been selling it in this country, thus imposing a new price mark-up in between the sender in England and the receiver in Ireland, and providing the senders in England with very excellent enhanced profits because all competitive buying had been removed from the arena.

Some years later they moved into the wholesale trade through the medium of a depot in Dublin and subsequently into the established wholesale

Clayton Love will continue his case in next month's issue. J. K. Clear also takes issue with John Healy in a letter reprinted on page 35.

Dublin market. They also opened a Depot in Cork. Anybody interested in the history of this trading enterprise may get it from the Government Publications Office and I recommend John Healy to read them. I assure him that he will get some very startling facts.

The S.F.A. was at a point of complete collapse when the war intervened to save it. All foreign fishing vessels disappeared from our shores over night, and within a short time our inshore stocks of fish, given a rest, had begun to build up to such a degree that any and every boat that could float was engaged in fishing around our coasts. As well as this, of course, there was an unlimited market for every conceivable type of fish in Britain, and quality was no longer a criterion.

The general structure of the fish trade in those years was that in the Irish cities and some of the larger towns there existed regular and established fish shops for the sale of fish retail. Throughout the country fish was sold through the medium of the huckster's barrow, and the distribution of fish throughout the country, outside these places mentioned, was, to say the least, haphazard. Intertwined through this structure was the wholesale trade.

The wholesale trade consisted in the main of the wholesale Dublin Fish Market where fish was bought and sold and disposed of by auction. In the provinces and on the coast there were some wholesale depots. With the exception of salmon and shellfish, and sporadic catches of herring and mackerel, no export trade existed. And virtually no wholesale trade existed. While the wholesale internal trade was not altogether above reproach it found itself having to exist in the face of thoroughly un-

Quality Weathercoats.
obtainable
from leading stores
in London and
Provinces,
and other overseas
markets.
Also throughout
Ireland.

economic and sometimes quite unscrupulous State competition from the S.F.A. It had either to go out of business altogether or to operate by taking advantage of the stupid errors of the structure that had been imposed by Government edict. An atmosphere of suspicion and mistrust impregnated the entire structure.

A lost opportunity

In every country in Europe in which a fishing industry exists successfully, the wholesale section of the trade is regarded as the natural clearinghouse. Where and this is so in almost every case today — the Government has imposed itself, in greater or lesser degree, upon the industry, it has recognised this fact, and in many countries it has established the wholesale trade under licence as such. In Ireland, however, the Government body imposed itself on every section of the internal trade, sought to eliminate the wholesaler and to woo also the retailer's customer. It created a situation in which nobody could earn or induce investment capital, while it was itself spending its stateprovided moneys with a prodigality that was subsequently excelled only by its successor, Bord Iascaigh Mhara, it created an era in our fishing industry that trammeled the fishermen with debt. It made it impossible for the trade to live at all except by the use of device and ingenuity. It had either to get out of business altogether or operate by taking advantage of the stupid errors in the structure that had been imposed by government edict. Integrity, the essential ingredient for building any worthwhile industry just was not there. Instead of creating a set of conditions under which an industry could be built successfully, it even got its own house into such a state of disorder that 'civil war" broke out and one branch of the fishermen broke away to set up their own independent organisation.

At a noisy and quite riotous meeting in the West this state of affairs finally came to a head. The war was now over and the death knell of the S.F.A. had sounded. This strife left the fishermen in debt, the trade disillusioned and the S.F.A. itself so decimated that it was unable to equip the fisherman whom it had been set up primarily to nurture and to take advantage of the finest opportunity we had had since the inception of the State.

From 1948 to 1951 Britain was going through a period of acute shortage. Fish was unrationed, and at an enormous premium in unlimited demand—but we hadn't enough for ourselves! Our landings in these three years from 1948 to 1951, when the S.F.A. finally ceased to be, declined by 200,000 cwts. During this period a number of efforts were made to introduce modern fishing methods. At least three of them were on a substantial scale backed by know-how and cash. All were frustrated at

ministerial and departmental level, but in 1952 when Bord Iascaigh Mhara succeeded the S.F.A. as an autonomous body, it completely reversed this policy, dashed off to Germany and bought three second-hand fishing vessels. As in the case of the 35 ft. boats 20 years before, it did this against expert advice to the contrary. The vessels are for sale today at scrap value, having incurred monumental losses. Incredible? But true: the Bord's own advertisement is my authority.

1945 saw the ending of total war, and by 1946 a ravaged world had set about re-construction. pied by enemy forces. Their fishing fleets were decimated and their fishing industry destroyed to the point of almost complete disappearance. Britain had been ravaged by war and her fishing fleet deci-Norway, Denmark, Holland, France had been occumated in like degree. All those countries set about re-constituting their fishing industry — but we continued to wrangle and let it become the plaything of politics.

Ireland - last and least

Within the compass of ten years all these countries had rebuilt their fishing industries to a vigorous state. Norway, at the head of the list, was catching two million tons of fish per annum. Ireland, 'at the bottom of the list, was catching 20,000 tons of fish per annum. Denmark a reasonably comparable country was catching 500,000 tons of fish per annum. Indeed, during the same period, our actual catch of sea fish had decreased by close on 1,000 tons. It wasn't until 1957 that we succeeded in increasing our catch over that of ten years previously.

In the same period we had a series of changes of Government. The Minister for Agriculture and Fisheries in the first Inter-party Government set up a committee to enquire into the fishing industry. With the exception of the Stone outside Dan Murphy's Door and Bold Thady Quill himself, everybody was represented in this committee. Nevertheless, it produced the most voluminous report which, while perhaps not of great quality, at least contained some useful information. It had for its chairman a very eminent churchman; when subsequently the Minister complained that he had set up this committee but had got no information from it, he was challenged by the chairman that this report had been prepared and sent to him through his Department. A blank silence descended over the whole affair.

The same again

The Minister had in preparation at this time the new Fishery Bill — but before he got it off the



There is certainly no shortage of fish around Ireland's coasts — and every opportunity to build up an export trade.

stocks his Government was succeeded by another Government. The Parliamentary Secretary to the Minister for Agriculture in that Government introduced and brought into being the act under which the Sea Fishing Industry in this country is now governed. Titled "Sea Fisheries Act, 1952, an Act to provide for the improvement and regulation of the Sea Fishing Industry and for matters connected with the matters aforesaid, 22nd April, 1952". It established An Bord Iascaigh Mhara whose general duty was "to exercise the functions which, immediately before the commencement of Part 5, were exercised or capable of being exercised by Comhlachas Iascaigh Mhara na hEireann Tta., the Irish Sea Fisheries Association Ltd." The King is dead, long live the King.

Spread over the next half-dozen pages are what are in effect the articles of association in this State-

The World's Greatest Sweepstake

THE IRISH HOSPITALS' SWEEPS

One Hundred & Seventy-One
Million Pounds

Hospitals			£49,699,600
Red Cross (Emerg	gency	Period)	291,147
Prize Winners			121,488,137
Aggregating		;	£171,478,884

3 Sweeps Annually

GRAND NATIONAL – DERBY – CAMBRIDGESHIRE

Prize Fund Divided into Units of £120,000

In Each Unit:--

Every First Prize	 	£50,000
Every Second Prize	 	£20,000
Every Third Prize	 	£10,000
Unplaced Horses	 	£30,000
£100 Prizes	 	£7,000
Consolation Prizes	 	£3,000

£50,000 TICKETS £1 EACH

IRISH HOSPITALS' SWEEPSTAKES, BALLSBRIDGE, DUBLIN sponsored body. In the eight years which have passed since this Act came into effect they have most assuredly engaged the full licence and liberty afforded them with disastrous results economically. One has only to turn to their own reports to see. One thing they did extremely well, the Irish tax paying public.

Losing money

They built boats; they continued to lose money. They bought boats; they lost money buying them; they lost money operating them; they continue to lose money operating them. They built processing plants. The only ones that are not losing money are those that are not operating. They went into the wholesale trade; they are losing money. They went into the retail trade; they are losing money. A couple of expensive refrigerated vans have disappeared somewhere in the meantime. They built expensive self-contained refrigerating containers to export fish in. One of them is behind the Dublin Market, one is behind their fish Depot in Cork, another is on the front in Dunmore East. The latter is subsidising the inadequate ice plant which they built there. This is making the most expensive ice in the world. The other two that were built for exporting fish are being used for storing imported fish, one of the major objects that the Bord was created to obviate.

Why was it tolerated?

Why then, if this tremendous incompetency ruled throughout the State-sponsored body's conduct of its affairs, did not the private section of the industry move in and take advantage of it?

Let us return to the Act. Section 9 part 2 states, "No vessel exceeding 35 ft. overall in length shall be used for sea fishing except under and in accordance with a licence under this section". Subsection 3b: "this prohibition shall not apply in relation to the Bord". Sub-section 5: "a licence may be granted subject to such conditions as the Minister thinks fit including restrictions on sea fishing, either generally or in regard to methods of sea-fishing in particular places and as to disposal of the catches".

Sub-section 6 states that, "where (a) a vessel is licenced under this Act and (b) any person being

owner or charterer or hirer of the vessel or if such person is a body corporate, any member thereof or the master of the vessel be they directly engaged in either the wholesale or retail sale of fish, the catches of the vessel shall be delivered for sale to the Bord or disposed of according to the directions of the Bord."

Could anybody be induced to invest money in an industry under these conditions? Could anybody be induced to invest money in the equipment necessary for catching fish, if a condition of his being licenced to do so, is that he must hand his catch over to this most incompetent of Boards? Here we discern one of the major reasons why the Bord finds itself in such a dreadful financial plight to-day and why the fishing industry in Ireland has been so retarded in its progress.

Instead of interpreting the spirit of this section, it interpreted it literally so as to ensure to itself a free and non-competitive field. Side by side with this, being the sole body in the country provided with Government funds to equip the fishermen with boats and gear, it made it a condition of its loans to the fishermen that they would have to sell their fish to the Bord. In fact, it

compulsorily acquired the fish of the boats that it had equipped to fish with public funds.

Enough of the Act: it is there for anybody to read further if they wish to. There is no doubt, as John Healy says, that this is the most strictly controlled fishing industry of all those countries affiliated to the O.E.E.C.

More to come

In case you may think that I am just indulging in a diatribe against a State-sponsored body because it is fair game, I am not. I have too little time to waste on such frivolity and I am much too deeply interested in the fishing industry. I have constructive criticism to offer and in my next article I will place it before you. But, in order to build anew, I quite honestly believe it is essential to demolish the nonsense and illusions of the past and the present. To understand the connundrum of Ireland's lack of a fishing industry to-day we must see it in the light of yesterday's tragic pantomime.



Is it time we had riots again?

Donogh McDonogh visits the Universities Drama Festival

YOUNG

Note there been so many banners, sennets, swords, bucklers and helmets as were met together at the Olympia Theatre for the 13th Universities Drama Festival. It was a whoreson fine sight and, if the acting, production and lighting were not always in the same class as the costumes, perhaps that is because the Court will always beat the Royal Court in panoply.

Most of the prizes were predictable: Queen's always, in my experience, brings imagination to be served by industry, and the offspring is thoroughbred quality; so they won the full-length play award with "Murder in the Cathedral", as they deserved to do. The best actress was Juliet Tatlow in "Cards of Identity", and that she also got the prize was just. She is probably our most versatile and experienced amateur actress and I hope she will graduate into the professional theatre. It needs her.

Amateurs preprofessional

From Cardiff came a production of that spangled melodrama, Cyril Tourneur's "The Revenger's Tragedy", which may never again be presented in our lifetime. It is as ridiculous, and as ridiculously powerful, as Webster and Ben Jonson, with severed heads and guileful plots,

incest and adultery and rape, and if the production did not have professional pace — the Olympia stage is several acres wide to amateur legs — the one confident characterisation, Vincent Kane as Spurio the bastard with a diamond in his ear, carried away to Wales the best actor's award. And rightly so. Mr. Kane too belongs on the professional stage.

Illimitable "Hole"

The balance of the productions were largely brave tries. Claudel's "Satin Slipper" needs gorgeous sets, costumes and music and a dazzling presentation. U.C.D. substituted a shoestring and succeeded only in the costumes.

"Salome", presented by Stranmillis College, Belfast: ditto.

The award for the best short play was perverse, though if the intention in giving the prize to Tony Aspler's "Echo of a Sigh" was to encourage young writers, the perversity may be justified. It was in competition with "The Maids", "The Terrible Meek", "Salome" and the splendidly subversive skit on credulity "The Hole", by N. F. Simpson. By comparison with any of them it was tyro work. But, if in 10 or 20 years, an impressively successful playwright can say, "In Trinity in 1960 was my beginning," then the adjudicator can claim his reward

Reverting to "The Hole" for a moment, Not only was it a brilliantly funny and excellently presented piece of anti-play iconoclasm but it also



Tony Aspler, prizewinning playwright

Juliet Tatlow, best actress



THEATRE

presented an internal mystery. It was announced in the programme as being presented by University College, Galway, and yet all the characters spoke in impeccable Lagan-side accents. How was this possible — Belfast in Galway? Quite simple, since it was Queen's once more stealing the show. Perhaps "Echo of a Sigh" won because it might not have seemed ethical to give two prizes to one University group.

It was largely a tame Festival. University players should shun the timidity of even the smallest professional theatre whose choice of play must be dictated too often by the box-office, and offer on their free stages, with free actors and free lighting, something that the professional theatre could not dare to undertake. This quality of noncommercialism all the plays certainly fulfilled, but apart from "Cards of Identity" and "The Hole" there was little new, surprising or enterprising.

Simple slander

That this is true of the Theatre In Ireland too was claimed by the speakers at the symposium on this bleak topic. Jim Fitzgerald on his well-trained white horse, Mary MacGorris, Seamus Kelly and Alec Reid, with R. B. D. French in the chair, freely engaged in fearful slander of all the other workers in the theatre—critics, producers and players.

"Live on a diet of ordure," was their argument, "and it will turn your stomach."

Were the audiences to blame? Yes. Were they equally bad in the past when their rioted in the Abbey? Who can tell: but they are terrible now. Having been debauched by the Abbey for years they will now take nothing but the hack work of authors whose names were mentioned without respect. Give them good plays and they will come for imaginary laughs, or, more likely, stay away. And the theatre having debauched the audience, the audience having debased the theatre, no venue is left for the potential serious writer; there is little point in writing a complex play when its likely to be rejected; who would dare produce a young Synge or O'Casey to-day?

Theatre thrashing

And so it went, the theatre getting a thorough lambasting from the men of the theatre, the audience in full agreement with them, hard words and harsh words and true words. But, at the end of course, everything was unchanged, the Abbey continuing to engorge its £14,000 a year, the unsubsidised theatre still risking bankruptcy, and the audience demanding more Teds, dance-bands and references to Moore Street.

The Universities Drama Festival can still do something towards correcting the diminution in taste. It can educate and be free. Next year at Galway it will have another chance. Let us have something devastatingly original. Let us even have a riot. It is so long since we had one.

How can economic development be planned? Ronan Keane reminds us of the advice of Professor C. F. Carter, that there should be—

- an order

A FEW MONTHS AGO a study week-end was held at Greystones, Co. Wicklow, under the auspices of Tuairim to consider the Whitaker Report on Economic Development. One of the pages read at the week-end, "The Economics of Independence" by Mr. Patrick Lynch, has deservedly aroused great interest and not a little controversy.

Mr. Lynch, however, would be the first to point out that it would be a great pity if the result was completely to divert attention from another readable paper read at this week-end: "A Problem of Economic Development," by Professor C. F. Carter. Both papers are now available in one pamphlet published by Tuairim under the title "Planning for Economic Development."

The machinery of development

Since Mr. Lynch's paper has been so widely discussed, I am confining myself in this article to pointing out some of the more important aspects of Professor Carter's paper. He is uniquely well qualified to examine the Whitaker Report, having been a member of the Capital Advisory Committees of both Northern Ireland and the Republic. He was also, of course, Professor of Political Economy at Queen's University, Belfast, and has since taken up a new appointment as Professor of Political Economy in the University of Manchester.

His paper is concerned essentially with the machinery of economic development, rather than the objects of that development. It is all very well to set ourselves desirable objectives, he says in effect, but it will profit us nothing if our planning machinery is defective. He then begins his analysis of our planning machinery by dividing the process

of economic development into six stages: the definition of the *principles* of development, the gathering of *information*, the *assessment* of this information, the preparation of specific *projects*, the *ranking* of these projects in order of urgency and the *decision to proceed* with the plans of greatest urgency.

Question of timing

In Ireland, he remarks, we are at our best in the early stages of this process, particularly in the development of principles; our trouble is that we become progressively weaker as we approach the practical business of carrying out particular projects. This is not due in the Republic to any lack of planning as such. What is unsatisfactory is the type of planning we indulge in, which more often leads to delay and confusion than to concrete achievement.

Successive governments in the Republic have not been afraid of applying Socialism, although, as Professor Carter points out, they have been acutely afraid of being called Socialists! In this, they form a contrast to their opposite numbers in Northern Ireland. But although we have accepted, and in Professor Carter's view rightly accepted, the principle that generally speaking the State should enter the economic field where private enterprise fails to work. Our planning has more or less not produced satisfactory results. The Whitaker Report has assembled much useful information particularly in the agricultural sphere; but in other sections of the economy it is much briefer and less specific.

What our planning conspicuously lacks is a system of projects arranged in order of urgency, and this is equally true of Northern Ireland. One "Is it possible even for those grown hardened and cynical from repeated disappointments, to discern some signs of improvement in the economic condition of the Twenty-Six Counties . . . 1960 may be a year of moderate prosperity."

PROFESSOR C. F. CARTER Writing in the "Sunday Press"

of urgency

of the principal obstacles to such good planning is bad timing. We do not work out sufficiently far in advance a whole series of projects any one of which may be the appropriate one to tackle when the necessary capital is available. Instead when the capital becomes available we hastily construct a project to make use of it.

If an opportunity for adopting a project occurs in 1960 in a properly planned economy some one could be engaged on the preliminary study and assessment of the project since 1958. But of course in 1958 the opportunities of 1960 were not foreseen and the result is a lost opportunity in 1960 and a hastily devised project. What is needed is more long-term thinking.

Planning experts

In the earlier stages of planning, i.e. the gathering and assessment of information, we suffer acutely from a lack of scientists and technologists. In any large industrial concern, such people are essential for finding out what can be made and what can be sold. In the same way, a government cannot assess the possibilities of creating new industries without such technical information, and cannot develop the country's exports without the necessary market research. Moreover, in industrial firms, the assessment of such information is usually the business of one committee; in governments, the tendency is for a wasteful struggle to take place between the Treasury, judging on narrow budgetary grounds, and another Department, judging on narrow technical grounds. We should be on our guard against such conflicts.

When the time comes to decide which of a number of projects should be given priority, the problem is much more complex for a government than for an industrial firm at an equivalent stage. The firm will select the project which its experts believe will return the highest yield on investment. A government, in this country or elsewhere, will nearly always be influenced by the political aspects of the decision and this may often mean the choice of a less profitable project. In a democracy this is to some extent inevitable, but the undesirable consequences can be mitigated by presenting the Minister concerned with all the economic arguments involved, so that it is made more difficult for him to select an uneconomic project on purely political grounds.

It follows that a highly competent planning department is an essential instrument of government. The question of what the appropriate position of such a department in the present Civil Service structure should be presents some difficulty. On the whole, states Professor Carter, it should form part of the Department of Finance. What is of overriding importance is this: it must be staffed by first-class brains. The expenditure of as small a sum as £10,000, he suggests, might make a great deal of difference in this critically important field.

Our greatest difficulty in Ireland is, in short, the provision of machinery to carry admirable economic principles into practice; and Professor Carter has emphatically reminded us that such "machinery" must include minds of high quality—and minds that are trained for the job.

It is, however, worthy of note that the Government appears to have taken to heart at least one of Professor Carter's suggestions. The establishment of an Economic Development Branch as a section inside the Department of Finance staffed principally by professional economists indicates that the Government are to some extent aware of the urgent necessity for minds of high quality if the development of our economy is to be scientifically planned. It will be interesting to see how many of his other suggestions bear fruit.

Correspondence - Fisheries

SIR—John Healy's articles on the development of our fisheries open a new phase of propaganda in the industry. We have moved from the simple cry for a policy of development to the stage where we are discussing the merits of alternative policies of development. This is a big advance.

It is gratifying to find Mr. Healy quoting so frequently from my pamphlet "Outlines of an Irish Fish Industry". I do not think I ought to complain that Mr. Healy has presented my views with a shift of emphasis. If I had expressed myself sufficiently well an intelligent and sincere reader like Mr. Healy would have understood me better.

My view on the development of the home market for fish is that it is an important and integral part of the development of the whole industry. In my pamphlet I have fore-shadowed the doubling of the off-take of fish by the Irish consumer.

However, I do not think it would be practicable to develop the home market without simultaneously developing the export market. This is because various kinds of fish will occur in certain more or less fixed proportions of the total catch. For instance, plaice cannot conceivably constitute more than from 5 to 8% of the catch and whiting will always be from 40 to 60% of the total catch. For this reason if we aim to produce the total requirements of plaice for the Irish home market we must find an outlet for a great deal more whiting than the Irish public can possibly consume.

These are admittedly complicated problems and it would be unwise to take a fixed stand on any of these issues in the present stage of our knowledge but, there are certainly a great many

more things in the organisation of a fish industry than are dreamed of in Mr. Healy's philosophy.

Incidentally, it is about time we stopped talking about the hauling of fish from Killybegs through Sligo to Dublin and bringing it back to Sligo. In fact, the fish is dropped off at Sligo on the way down. Limerick draws a big proportion of its supplies from Dingle and Cahirciveen and Cork a large proportion from ports in that area. There is a certain tendency for better prices to draw the fish to the Dublin market where there is the biggest concentration of fish consuming people but, it is not compulsory to send the fish to the Dublin market as an extraordinary number of people still believe, nor is there any other factor than the economics of the market, drawing it there.

In my view the distribution of fish to the inland towns is not strictly a function of the fish industry at all. It is the business of the distributive food trade. If there is a demand for fish in inland towns that is not being supplied, then the local grocers are lacking in enterprise.

However, it is encouraging that both the consumption of fish at home and the exports are developing rapidly. The market for fish at home and abroad is proving buoyant; and if we keep constantly in mind how very small the Irish contribution is to the total production of fish by the nations of Western Europe, we will find ample justification for optimism.

JOHN K. CLEAR, Irish Fish Industries Development Association, 11 Merrion Square.

John Healy will be continuing his series shortly.

Irish Gypsum Show

The special Irish Week Display at the Permanent Exhibition of Irish Goods, 3, St. Stephen's Green, by Gypsum Industries Limited, emphasizes the necessity for adequate fire-protection in the modern building. The point is vividly illustrated by two models—one a large house in which combustible materials have caused a fire to spread rapidly from ground floor to roof, the other a modern five-storey block being lined with Gypsum Industries' fire-resisting products. Amongst the materials featured in the display are Irish-made HI-FI Acoustic Tiles, Gyptex Wallboard, Ferroklith Insulating Slabs and Gyplite Plasters.

Both the window display and Gypsum Industries' St. Patrick's Day Parade were designed by Aodhagan Brioscu, B.Arch., Contracts and Sales Office Manager, Gypsum Industries Ltd.



The Minister for Industry and Commerce views Gypsum Industries' display with Seumas O'Farrell, President, N.A.I.D.A., Donncha O Cinneide, Vice-President, and Aodhagan Brioscu, contracts manager, Gypsum Industries Ltd.

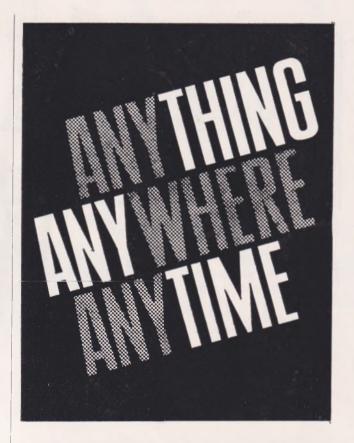
Junior Chamber of Commerce Column

The Home Safety Campaign, organised by the Junior Chamber of Commerce, was brought to a successful conclusion this month with the presentation of prizes in the Moira Hotel, Dublin, to the 20 children who submitted the correct answers to the Hazard House Competition. Over 1,000 entries were received for this competition, in which the children were asked to discover the accident-producing faults in a picture of Hazard House which was suuplied by The Royal Society for the Prevention of Accidents.

At the monthly lunch held in the Zoological Gardens members of the Dublin Chamber were addressed by Paul E. Rowan, director of M. Rowan & Co. Ltd., seeds merchants. Mr. Rowan divided seeds into two categories, horticultural and agricultural. The latter, he said, are mainly grown in this country, with the exception of natural grasses, which are imported from New Zealand. Mr. Rowan explained that it was as a result of the two World Wars that Ireland became practically self-supporting in the production of agricultural seeds, and that the surplus of rye and oats is now being exported. Horticultural seeds, he said, are still mainly imported from Holland.

The Dublin Chamber was also addressed by Mr. Stanly Jones-Frank, Director of West of England Films Ltd., who said that his company was mainly concerned in the production of films for television in Wales and the West where the requirements were similar to those of this country. 15 and 30 second commercials cost between £40 and £180 to produce, but the cost of air time is difficult to assess at present. Several firms had doubled their turnover as a result of television advertising, even in the course of days. Mr. Jones-Frank mentioned a firm which had gone bankrupt as a result of such advertising — they had not been able to supply the increased demand!

The report of the Cork Junior Chamber Tibetan Refugee Programme which took place in December has just been produced. The object was to raise money to aid the JCI project which is to collect \$300,000 for Tibetan Refugee Relief. The novel method of collecting the money was the erection of a replica Concentration Camp in St. Patrick's Street, Cork.



- for Chipboard Limited, Scariff

The process of production ends only when the product is in the hands of the consumer—that's elementary economics.

Chipboard Limited, Scariff, needs a flexible, efficient and economical link with their consumers. That is why it uses C.I.E. — it's sound business sense!

We'll be glad to quote for your freight. Please apply to: Commercial Manager, Amiens Street, Dublin, or at any C.I.E. Station or Depot.

the new G.I.E. delivers the goods

What do you know ...?

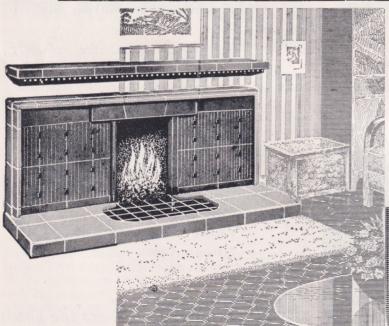
The I.P.L. treatment for producing the best in Printing has become a must with more and more Irish Manufacturers who now realise the importance of attractive presentation in design and colour for their export drive.

To meet this increasing demand we have extended our Layout and Art Departments to help and advise our clients on this important aspect of Selling.

Our Representatives are all practical men who can give you expert advice on the spot.



IRISH PRINTERS LTD., 64 AUNGIER STREET, DUBLIN



Works: 6 RICHMOND AVE., FAIRVIEW, DUBLIN.
Showrooms: 6 LINCOLN PLACE, DUBLIN. Tel. 45072.

For the connoisseur

When your taste is for more than just a fireplace select from the Davies SPECIAL range Really impressive and exclusive designs or one can be made to suit your special requirements. The SPECIAL Davies fireplaces are for the connoisseur — is that you?



If you require capital for industrial development, we would welcome an opportunity of a discussion with you. Our services include:—

- UNDERWRITING OF CAPITAL FLOTATIONS
- SUBSCRIPTION FOR SHARE CAPITAL
- MEDIUM-TERM AND LONG-TERM LOANS
- HIRE-PURCHASE FACILITIES FOR NEW INDUSTRIAL PLANT AND MACHINERY

A copy of our explanatory booklet, "Capital for Industry," will be sent to you on request.

THE INDUSTRIAL CREDIT COMPANY, LIMITED

26 MERRION SQUARE, DUBLIN.

Telephone 62784/5/6.



"That depends on what you want. Oil-firing can be used for water heating, central heating, warm air circulation, convector heaters, in all types of buildings, large and small.

And for each of these there's a wide variety of units specially designed for oil-firing." "Well, actually we already have a solid fuel boiler which we would like to keep if possible. Do you think this boiler could be converted for oil-firing?"

"Yes. It's quite possible that your installation would be suitable for oil-firing. However, why not have one of our fuel oil technical staff call and survey it? These men are fully qualified and experienced to help you and will be able to advise you further on this point or on any other questions that arise. And, of course, their advice is free and without obligation."

For all your fuel and heating problems avail of the free technical advisory service offered by

IRISH SHELL LIMITED, Fuel Oil Department, Irish Shell House, Fleet Street, Dublin. Telephone 71381.

